

## Message Text

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PAGE 01 MONTEV 01702 041321Z  
ACTION ARA-10

INFO OCT-01 ISO-00 CU-04 USIA-15 L-03 AID-05 ARAE-00  
/038 W

-----041328Z 126224 /40

P 041204Z MAY 77  
FM AMEMBASSY MONTEVIDEO  
TO SECSTATE WASHDC PRIORITY 3782

UNCLAS MONTEVIDEO 1702

E.O. 11652: N/A  
TAGS: SCUL  
SUBJ: CULTURAL INITIATIVES

REF: STATE 096982-U

FOR TODMAN AND DUFFEY

1. POST BELIEVES SCOPE REF CULTURAL INITIATIVES SHOULD HAVE AS FIRST PRIORITY STRENGTHENING EXISTING OFFICIAL AND PRIVATE EXCHANGE PROGRAMS IN TERMS OF AREAS COVERED AND FUNDING SUPPORT; SECOND, INCREASING PROGRAM COORDINATION BETWEEN CU AND OAS WH PARALLEL EXTENSION AT POST; THIRD, ACHIEVE GREATER BALANCE IN NORTH-SOUTH EXCHANGE.

2. WE WOULD RECOMMEND THE ESTABLISHMENT OF INSTITUTION-TO- INSTITUTION EXCHANGES AMONG MUSEUMS, LIBRARIES, UNIVERSITIES AND LEARNED SOCIETIES. IN ADDITION, REGIONAL PROGRAMMING PATTERNED AFTER THAT PRESENTLY CARRIED ON IN WASHINGTON COULD BE BEGUN IN SELECTED LATIN AMERICAN COUNTRIES THEREBY MULTIPLYING NUMBER OF HIGH-LEVEL PARTICIPANTS POSSIBLE. REGIONAL PROGRAMS DESCRIBED IN A-1228 HAVE PROVED TO BE WELL-BALANCED AND EXCELLENT. THIS IS THE TYPE OF THING WHICH COUTGPNCB BE HELD WITHIN SUB- REGIONS SUCH AS THE SOUTHERN CONE, THEREBY REACHING MORE PEOPLE AND POSSIBLY BEING EVEN BETTER ORIENTED TO THE SPECIFIC AUDIENCE. WE SHOULD BE AWARE ALSO OF THE

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GREAT NECESSITY OF INCREASING PROGRAMS IN RESEARCH, SCHOLARSHIPS AND TRAINING AND, AT THE SAME TIME, ASSISTING SCHOLARS AND WRITERS IN PUBLISHING THEIR WORKS. AS IN MOST LATIN AMERICAN COUNTRIES, PUBLISHING IN URUGUAY IS EXTREMELY COSTLY BECAUSE OF THE EXORBITANT PRICE OF PAPER AND THE SMALL INTERNAL MARKET. PERHAPS THE GREATEST BOOST WE COULD GIVE TO CREATIVE WRITERS WOULD BE TO ASSIST WITH

PUBLICATIONS - A TASK SIMPLIFIED BY THE PROXIMITY OF BUENOS AIRES, ONE OF THE SPANISH WORLD'S LEADING PUBLISHING CENTERS. AS THE MEDIA IN LATIN AMERICA IS CENTRAL TO CULTURE IN TERMS OF PRODUCTION AS WELL AS CRITICISM, MEDIA LEADERS SHOULD BE WELL INFORMED ON CURRENT TRENDS AND EVENTS IN U.S. THROUGH PERSONAL VISITS AND EXTENSIVE INFORMATION. U.S. BUSINESSES OPERATING IN LATIN AMERICA COULD BECOME DIRECTLY INVOLVED IN CULTURAL EXCHANGES. WE HAVE FOUND VISITS TO AND FROM THE U.S. TO BE MOST BENEFICIAL TO ALL OUR INTERESTS. THE PRESIDENT OF URUGUAY, PRIVATELY, AND THE FOREIGN MINISTER BOTH PRIVATELY AND PUBLICLY, HAVE EXPRESSED THEIR DESIRE FOR MORE VISITS, A CONCEPT THE MISSION ENDORSES HEARTILY.

3. HOST GOVERNMENTS AND LOCAL INSTITUTIONS SHOULD BE INVOLVED IN ALL ASPECTS OF ANY INCREASING CULTURAL EXCHANGE FROM PLANNING STAGES THROUGH EVALUATIONS. USUALLY, APPROACHES TO LOCAL AUTHORITIES ARE SET UP ON MORE OR LESS FORMAL AND WELL-DEFINED CHANNELS. SPECIFICALLY, DISCUSSIONS SHOULD BE HELD WITH HOST COUNTRY OFFICIALS CONCERNING THE DIRECTION PROGRAMS SHOULD TAKE, WHAT AREAS COULD BEST BE EXPANDED AND THE LIKE.

4. CREATIVE THINKERS AND WRITERS COULD BE CONSULTED IN ESTABLISHING DIRECTIONS FOR SPECIFIC PROGRAMS (INCREASE DIRECT EXCHANGE BETWEEN CULTURAL COUNTERPARTS ON CITY OR STATE BASIS). WE RECOMMEND INCREASED RECOGNITION OF CREATIVE EFFORTS BY LATIN AMERICANS THROUGH PRESTIGIOUS AWARDS UNDER OAS SPONSORSHIP E.G. PRIZES SIMILAR TO NOBEL OR PULITZER CATEGORIES.

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## Message Attributes

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**Review Markings:**  
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